

# **Film Weekly**

VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 22, No. 41

Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915)

Toronto, October 23, 1957

## TO MODERNIZE THEATRE REGULATIONS

### 13 Lands Enter Vcr. Film Fest

Thirteen film-producing countries so far have accepted invitations to compete in The Vancouver International Film Festival, which will show 16 and 35 mm. films in five categories and as many sub-divisions as necessary from July 20 to August 3, 1958. (Continued on Page 3)

### Subject: How To Attract Patrons

Stimulation of theatre attendance occupied considerable time during the recent meeting of the Alberta Theatres Association and Frank Kershaw, who felt exhibitors weren't doing enough to sell films to the public, suggested that the producer be asked to allow at least (Continued on Page 4)

### Screen Commercialism Difficult To Define

"Creeping commercialism," not so long ago a critical phrase, has become one of the facts of life in the motion picture business—and a not unwelcome one at that. The sort of built-in product plugging that is showing up in feature films these days has made nonsense of the objections to running three-minute ad reels, as marketed by a couple of companies.

Exhibitors, after witnessing the point-blank plugging of the two top colas on their screens, were forced to do a little thinking about it. They aren't getting a dime out of this kind of integrated advertising and they can't do anything about it. Who would want to give (Continued on Page 4)

### Para's 'The Space Children'

First of four films the newly-formed William Alland Productions will make for Paramount will be The Space Children.

### FORM GOVT.-INDUSTRY BOARD IN ALTA.; D-I LICENCE FEE CUT

Modernization of theatre regulations to meet present-day standards will be the purpose of a special board to be established by the Province of Alberta, which will meet with appointed representatives of the Alberta Theatres Association, it was announced at the recent annual meeting of the exhibition body in Calgary. This was but one of the ways in which the ATA was successful in its past year, which was the last term of its long-time president, A. W. Shackelford of Lethbridge. Douglas Miller of Taber was elected to follow him in office.

### Chinese? It's All Greek To Alberta Censor

The Government of Alberta has the censorship of television films under advisement, Colonel P. J. A. Fleming, the chief censor of the province, told the meeting of the Alberta Theatres Association. Colonel Fleming, who is highly regarded by the Alberta theatre and film community, answered questions, explaining his department's approach to censorship.

All foreign films had to be accompanied by script or dialogue transcription but exception was made on occasion for Chinese, there being so many dialects that it was difficult to find an interpreter. He was asked why more family pictures weren't passed and he explained that he couldn't pass them if the producers didn't make them.

Colonel Fleming explained projectionists examinations and agreed that safety film should make them less severe and bring other revisions also.

It was agreed that Colonel Fleming was "the right man in the right place" and he was thanked.

The accomplishments of the past year in Alberta are good goals for all Canadian exhibitors' associations. There was a reduction in the amusement tax on admissions up to 65 cents and this—Provincial Treasurer E. W. Hinman told the (Continued on Page 3)

### Odeon's Ontario Managers Meet

Ontario managers of The Odeon Theatres (Canada) Limited, accompanied by their wives, attended a two-day convention at Prud'hommes Garden Centre at Vine-land, Ontario, last Sunday. On arrival they were met by head office executives and a series of (Continued on Page 4)

### McCarey-Fox Deal

Leo McCarey has signed a contract with 20th Century-Fox to produce and direct three major films. Plans are now underway for a CinemaScope-De Luxe color presentation of Marco Polo, as McCarey's initial film under the new contract, to begin in 1958.

### VOGEL DEFEATS TOMLINSON

Eleven hundred stockholders of Loew's, Inc. gave the present management under Joseph Vogel 3,441,374 votes to 519,435—six to one—for the opposition group of directors led by Joseph Tomlinson of Toronto at a meeting in Loew's State Theatre, New York. Nine of ten Vogel nominees were elected to the new board, which increased from 13 to 19 after approval. Samuel Briskin, an Independent producer, was the tenth director elected to the board, which now stands 13 to six in Vogel's favor and will again be voted on at the annual meeting in February.

Tomlinson's defeat by the stockholders followed three adverse court decisions related to the battle. In one of them a Delaware court upheld an earlier decision which invalidated the election of two Tomlinson men, Louis B. Mayer and Samuel Briskin, by a "rump" directors' meeting. Tomlinson denied that he sought control of Loew's, Inc. or office for himself, saying his sole interest was to protect his and others' investments in the company.

One of Tomlinson's staunchest supporters was another Canadian, Ray Lawson of London.

### 'HUNCHBACK' IN EXPLOSIVE FIRST WEEK

Canada's first large-scale saturation campaign, involving 18 Quebec and two Ontario situations for simultaneous showing of Allied Artists' The Hunchback of Notre Dame, yielded a first-week sweep of \$100,000, states Jack Bernstein, Canadian sales manager. The same 20-situation territorial web will be employed in Ontario starting November 8. The Quebec engagement was the premiere one.

The Technicolor film, starring Gina Lollobrigida and Anthony Quinn, had an outstanding exploitation campaign that will be copied for the USA. Allied Artists' New York execs are elated at the Canadian results, which they see as an indication of the picture's box-office possibilities all over the world.

### ATTENDANCE HURT BY ASIATIC FLU; STAFFS AFFECTED

Theatre business in Ontario is being seriously affected by the Asiatic flu, which approached epidemic proportions in some areas, although local newspapers avoided the scareheads of past contagions of the kind. In some places, Windsor and Metropolitan Toronto among them, certain schools were closed.

Theatre staffs have been affected along with other workers and a number of managers were absent from the annual Toronto meeting of Twentieth Century Theatres. The impact of the flu is thought to have reached its peak. It will take some weeks before business gets back to where it was.

# PREVIEW SETS 2-YEAR RECORD!

Today's hot box-office news: M-G-M's "DON'T GO NEAR THE WATER" wins highest audience approval rating in 2 years at Loew's Lexington, N. Y. This confirms advance public reaction on West Coast and forecasts a "Lines-around-the BLOCKBUSTER" attraction. "DON'T GO NEAR THE WATER" follows "LES GIRLS" at Radio City Music Hall. Then it's headed for the happy holiday time, Christmas - New Year's.

"PREVIEW AUDIENCE NEVER STOPPED LAUGHING. DON'T MISS IT!"

*-Louella Parsons in syndicated column.*

"FUNNIEST PICTURE I'VE EVER SEEN!"

*-Groucho Marx*

M-G-M presents

## "DON'T GO NEAR THE WATER"

Starring

### GLENN FORD

GIA SCALA • EARL HOLLIMAN • ANNE FRANCIS  
KEENAN WYNN • FRED CLARK • EVA GABOR  
RUSS TAMBLYN • JEFF RICHARDS

Screen Play by DOROTHY KINGSLEY and GEORGE WELLS

Based on the Novel by WILLIAM BRINKLEY

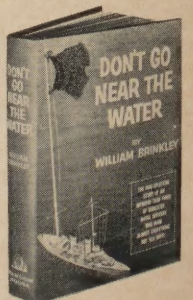
In CinemaScope and METROCOLOR

AN AVON PRODUCTION

Directed by CHARLES WALTERS • Produced by LAWRENCE WEINGARTEN

**NO. 1 BEST-SELLER IS  
NO. 1 FILM SENSATION!**

The side-splitting story of an intrepid task force of dedicated naval officers who made almost everything but sea duty!



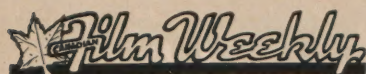
"DON'T GO

NEAR

THE

WATER"





Incorporating the  
Canadian Moving Picture Digest  
(Founded 1915)  
Vol. 22, No. 41 October 23, 1957

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## VCR. FESTIVAL

(Continued from Page 1)

states Norman Barton, chairman of the Admissions Committee. Canadian and American films must have been produced or released since January 1, 1957 and all others before January 1, 1956 to be eligible. Last entry date is April 15, 1958. Entries and films should be sent to the Festival, c/o Audio Visual Services, University of British Columbia, Vancouver 8, British Columbia, Canada.

Entrant should pay shipping charges for the films, which should bear insurance, and they will be returned collect after August 15, 1958 if accepted and earlier if rejected by the pre-selection committee. Non-English-language films should have subtitles but a script or synopsis is acceptable, preferably in English. Where possible stills, posters and other paper material should be shipped immediately on entering. Each entry form will be accompanied by a statement explaining customs requirements.

A festival certificate will be presented to all participants whose films are selected for showing and a trophy or plaque will be given to winning entries in each category. All films must be clearly identified as to title, running time and point of origin. Entry in other festivals does not bar a film from competing at Vancouver.

The five general categories are feature-length theatrical films of 50 minutes or longer, documentary films of any type, children's films, avant-garde and experimental films and films produced especially for television or kinescope recordings of programs.

### 20th-Fox' 'The Naked Earth'

Juliette Greco, French chanteuse, has been signed to star opposite Richard Todd in 20th-Fox' 'The Naked Earth', now shooting in Uganda, Africa under the direction of Vincent Sherman.

### WB's 'Hell's Highway'

Hell's Highway, to be directed by Howard W. Koch and produced by Aubrey Schenck, will be the first motion picture the Koch-Schenck team will turn out under their new multiple-picture contract with Warner Bros.

# Theatre Regulations

(Continued from Page 1)

meeting — was in a measure due to the way the ATA had presented its tax briefs to the government. No sob story but facts that stood up on examination featured the tax presentation. The government, he said, would always be willing to hear ATA representatives and co-operate. In thanking him Miller expressed the hope that tickets costing one dollar or less would be exempted and that the government would help prevent the municipalities from instituting amusement imposts.

Other successes were the reduction of drive-in licence fees by 50 per cent, making them comparable to those charged indoor theatres, and retention of the existing Capax rates. There is also better understanding and co-operation between exhibitor and distributor about film costs.

The matters discussed by the ATA are the same ones which concern the entire Canadian trade and will occupy the attention of other theatre associations. Here is how the ATA looked at them:

**Product:** After testing many practices distributors are now changing their thinking towards a more steady flow of product throughout the year, which should help maintain a steadier level of attendance. A survey shows a good number of first-class boxoffice attractions in forthcoming product.

**Television:** "The type of business you have experienced throughout the year no doubt depends upon your location and whether you are reached by TV," Shackleford said during his report. "With new stations going up every year in Alberta, more exhibitors will experience the effect of this form of home entertainment on their boxoffice."

**Telemeter:** "It is apparent that unless we get into this type of exhibition someone else will. It is anticipated Telemeter will tap the untapped audiences industry people are always talking about." The number of theatres will be reduced

because of TV, whether TM does or doesn't operate.

**Sunday shows:** It was the opinion of Ken Leach that they would come in a few years and that the time had come to make some move. Dick Barron discussed the present legal action in Ontario, which sees no difference in Sunday entertainment offered in theatres or on TV. Sunday movies were being offered now under what was described as a non-profit plan by their exhibitor, the Calgary Junior Chamber of Commerce. The question was referred to the executive.

**Foreign films:** It was suggested that Edmonton and Calgary exhibitors ought to run them one night a week.

**Juveniles:** The suggestion of Mr. Hunchak of Rocky Mountain House that the regulations should be altered from 16 to 14 as the admittance age was taken under advisement. Admission of children with a note from a parent had drawn some official opposition lately and an amendment covering it may be asked for.

F. Wingfield of the Amusements Tax branch, after thanking the exhibitors for returning tax tickets promptly, stated that the only time a person could get theatre figures from his department was when that person was purchasing the theatre — and if the seller wrote a letter giving permission.

Matt Park, the secretary-treasurer, was given a hearty vote of thanks. A resolution of appreciation was directed at United Artists for a special screening of Around the World in 80 Days.

### 'The Barbara Graham Story'

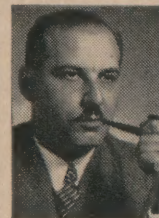
Susan Hayward has been signed by Figaro, Inc. to star in Walter Wanger's The Barbara Graham Story.

### Columbia's 'Gideon's Day'

John Ford has signed Anna Lee, British actress, for a starring role opposite Jack Hawkins in Columbia's Gideon's Day.



"IT IS an excellent film but will it do business?" This conjecture is being made more and more by theatre bookers and operators. There was a time when an experienced man



in this field could predict with a great deal of accuracy the boxoffice potential of a film he had just screened. Today he is not likely to venture such

an opinion.

What does the public want to see and for what will it lay down money at the boxoffice? Never in the history of our business has this question been more difficult to answer. It is easy to understand that a poor film does not merit a large patronage but it's completely confusing when it does. It is expected that a fine film should do well but bewildering when it does not. We have long since ceased to wonder about gimmick or horror films. We can only keep our fingers crossed and hope that they may continue to do business for a long time.

It should not be necessary to reiterate that the bulk of our patronage today consists of young people and teenagers. For many years theatre owners throughout the country have lamented the continued use of players who have outlived their ticket selling powers for this younger clientele. The answer, obviously, is the grooming of a whole new crop of younger players who will be attractive to our ticket buying patronage. Recently a few younger names who have established some claim to popularity have appeared in films which have met with better than average success at the boxoffice.

One of the great lures of motion pictures has always been the self-association of members of the audience with the characters on the screen, particularly those of the hero or heroine. It is readily evident that young people cannot attempt this when certain roles are enacted by people old enough to be their parents.

There is an increasing tendency on the part of producers to gear films to attract the younger set. Based on present production reports, a great flood of film will presently be available for showing in motion picture theatres. Let us under-

(Continued on Next Page)

TRANS-WORLD  
FILM  
LABORATORIES  
LTD.

4824 Cote des Neiges Rd.  
Montreal 26, Que.  
RE. 3-7181

#### WE POSSESS

The equipment that can remove SCRATCHES from films, either negative or positive stock — 16 and 35 mm.

\*A RECOGNIZED AUTHORITY IN CANADIAN FILM PROCESSING

## COMMERCIALISM

(Continued from Page 1)

up a moneymaker like Love in the Afternoon just because Gary Cooper is a big-scale hustler for a soft drink?

Some who used to say no to screen ads, being both practical and philosophical and knowing money could be had, have developed a might-as-well-relax-and-enjoy-it attitude toward this kind of inevitability. These are mainly independents, for Twentieth Century Theatres and Famous Players are among the circuits that still hold out against screen advertising. They made an exception some years ago for a short made by Associated Screen News for the bankers' association because \$20,000 was paid to Variety Village, the vocational guidance residence school for handicapped boys, which the Canadian amusement industry supports.

Of course, some theatre people who are snooty about straight screen advertising and resentful of the put-one-over type projected via features have their own kind of hypocrisy. That consists of playing industrial shorts with theatrical quality. These have one frame devoted to the sponsor and that's all. The exhibitor is happy because he gets the short for nothing. The producer and the sponsor are happy too. More producers of business-backed films are beginning to describe this or that one of their films as "theatrical" in the hope of getting commercial playoffs. And they try hard to keep them out of the "nuts and bolts film" category.

Even theatrical distributors are making a buck or two handling this type of film, being paid so much per reel or per print every time they can show that one has been booked theatrically or otherwise. Sovereign Films, Canada's largest 16 mm. distributor, has a large library of short subjects of this type and they bear such leading commercial names as Seagram's, Dominion Steel and Canadian Pacific. Sovereign is also distributor for Modern Talking Picture Service, a New York educational library.

Where a distributor-exhibitor of circuit size undertakes the distribution and exhibition of an industrial film, that film becomes big business. Petrafina's *The Great Essential*, counselled by Bill Singleton of Montreal and made by Associated Screen News, is being distributed and exhibited by The Rank Organization in Canada and Europe. The film tells the story of oil.

The Rank 16 mm. distribution organization also has some industrial films for home use, along with a complete library of industrial processes, among them demonstrations of the making of steel, optical glass, plastics and liners. It has the largest library of reli-

EXCLUSIVE CANADIAN DISTRIBUTORS FOR

*Century*

PROJECTION & SOUND EQUIPMENT

**CENTURY** is a name that is solidly established through years of theatre experience—it assures you of the finest quality projection and sound equipment. DSEL stands for service that keeps your box office always open for business.

DSEL is also headquarters for Altec Stereophonic Sound—Wide Screen Equipment—Generators and Rectifiers—Screens—All Projection Requirements.

## DOMINION SOUND Equipments Limited



DS-57-10

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.  
BRANCHES AT: St. John's, Nfld., Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

### OUR BUSINESS

(Continued from Previous Page)

stand, however, that while it is wonderful to slant films at the younger groups it would be foolhardy to limit the theme, scope and boxoffice potential of films in general so as to fail entirely to attract any segment of that vast group of the population in and past their thirties. Many of them still enjoy a good movie and will go frequently if lured by the right attractions.

gious films among the commercial concerns.

In an age of advertising, when the payola and the plugeroo is commonplace, it is unlikely that the motion picture industry would be completely outside the huckster influence.

What with assertions that pay-see viewing would avoid commercials, it may be that television, a huckster's paradise now, would provide the only area of immunity. A strange prospect indeed but there, because of the way the theatre screen is going, you are.

### Paramount's 'Maracaibo'

Frances Lederer has been signed by Paramount for a starring role with Cornel Wilde in *Maracaibo*.

### HOW TO ATTRACT

(Continued from Page 1)

five per cent of the revenue to be used for advertising and publicity.

Kershaw asked that this matter be introduced before the coming meeting of the Motion Picture Industry Council of Canada. Douglas Miller, now president, thought it might be better to set up an Alberta committee first and try the idea in Alberta before taking that step.

John Ferguson of Famous Players said that exhibitors ought to be glad to see a crowd in the opposition theatre, for it indicated that the public was still theatre-conscious.

Joe Godfrey of Picture Butte told of his success in filling the house with a *Sweethearts' Night* after both a *Father's Night* and *Mother's Night* had little success. A Crazy Hat contest filled his theatre with teeners and he is using it regularly. Passes in every tenth popcorn box and a birthday registry, which is used to offer admission and a free chocolate bar to youngsters, have been good. Jack Diamond, Calgary drive-in operator, thought such ideas okay only in the country.

A. W. Shackleford of Lethbridge said that the Academy Award Sweepstakes was not all that was hoped for in Alberta.

## ODEON MANAGERS

(Continued from Page 1)

enjoyable events filled out the day. The business session took place all day Monday with the opening remarks by Steve McManus, Ontario District manager, who stressed the informal "let's get down to earth" character of the meeting.

Frank Fisher, vice-president and general manager, chaired the session. His opening remarks expressed Odeon's optimistic and enthusiastic outlook for the future of the motion picture industry. He also expressed satisfaction at the improvement shown in business and called for an all-out effort to maintain the forward momentum.

C. R. B. Salmon, executive vice-president, spoke on various topics, including Telemeter. Each departmental executive spoke briefly on the latest developments affecting his department, then answered questions from the floor. Considerable interest was shown by managers in Odeon's "New Look" administration, which will provide them with a more efficient and simpler system of handling administrative details at the theatre level.

Winners of the recent Boxoffice Bonus Booster Contest for showmanship were presented with their trophies by Fisher. Winner was Victor Nowe of the Odeon Carlton, Toronto; runner-up was Paul Hanner of the Odeon Danforth, Toronto and now assistant to Ron Leonard, director of advertising and publicity; and third was Frank Kennedy of the Capitol, Niagara Falls and now at the Odeon, North Bay.

Among those present were E. G. Forsyth, assistant general manager; Harvey Hunt, director of film buying and booking; Tom Moran, director of confections sales; Ron Leonard, director of advertising and publicity; Harry Blumson, treasurer; A. J. Pauley, director of engineering and maintenance; Bob Gardner, director of movie clubs and gift ticket sales; Guy Upjohn, head booker; Chuck Sweeney, purchasing agent; and Charles Mason, director of advertising, Rank Film Distributors of Canada Limited.

### Warners' 'The Sundowners'

Gary Cooper and Deborah Kerr have been signed to star in Warner Bros.' *The Sundowners*, which Fred Zinneman will produce and direct in Australia early in 1958.

### Columbia's 'The Grasshopper'

Carlos Romero, Claudia Bryar, Jack Lord and Barry Atwater have been given the top featured roles in Columbia's *Betsy Palmer* starer, *The Grasshopper*.

### UA's 'Hole In The Head'

Frank Sinatra has acquired Arnold Schulman's hit play, *Hole in the Head*, in which he will star and which will be produced and directed by Frank Capra for UA release.

## Short Throws

**STRATFORD** Shakespearean Festival touring troupe of 20 players, which will offer the German comedy, *A Broken Jug*, and Shakespeare's *Two Gentlemen of Verona*, will open its three-month tour in London, Ontario on February 12. After engagements at the Royal Alexandra in Toronto and Her Majesty's in Montreal the company will move into the Phoenix, New York, for a six-week stand. Michael Langham will stage both plays and Tanya Moiseiwitsch will design them.

**MICROWAVE** experiment of 20th Century-Fox' theatre television system, during which a 45-minute program was transmitted from the Park Sheraton Hotel studios to the Pilgrim Theatre in the Bronx, indicated its possibilities to representatives of CBS, General Electric, TelePrompTer and NTA. The Roxy acts used came through in excellent color and definition, although it was admitted that the 23x28-ft. image wasn't as good as film. Spyros Skouras, who will join his associates in discussing the future use of Eidophor this week, mentioned the possibility of David O. Selznick producing a live version of *Gone With the Wind* for national telecasting into theatres over Eidophor.

**LETTER** to the editor of the Montreal Star by "Television Fan" insisted that it was unfair of the CBC to take up Saturday night hours with hockey when viewers would rather see movies. It drew a reply signed "A. R. B." in which it was suggested that a vote would favor hockey. The correspondence indicates what movies mean to television now.

**VARIETY** Village will get more than \$6,000 from the operation of the parking lot at Molson's Brewery, across the way from the Toronto Maple Leaf Stadium. The 1957 gross, like that of 1956, was kept high because the brewery underwrote the cost of operating the lot.

**FINANCE** Minister Fleming, in the first estimates of the Progressive Conservative government, tabled an item for \$8,100,000 to meet the anticipated operating deficit of the Canadian Broadcasting Corporation and finance some of its capital projects. That brings to \$43,350,000 the money the CBC has drawn from the public treasury. Another item was \$16,000 to meet the expenses of the Royal Commission on Broadcasting, usually referred to as the Fowler Commission.

### To Direct WB's 'Footprints'

William Wellman will direct Warner's *Footprints*.



MEANT TO mention that the recent \$250,000 fire on the 15th floor of the Royal Bank Building separated the men from the boys at Famous Players, which occupies layers 13 and 14. It knocked the elevators out. Some FP folks, faced with the climb, returned home. Others hiked up. Bert Brown, Tom Chatfield and Jules Wolfe were clever about it. They took the elevator in the next building to the seventh floor, crossed the roof to the RBB and made FP via the fire escape . . . Have you noticed the number of bald-headed and grey-haired men who are now wearing those flat-topped hats? Until recently these covered only youthful conks. A mutual acquaintance of our generation went by wearing one and Jim Nairn observed: "He looks like a 100-year-old juvenile" . . . MGM's *Raintree County* junket-type premiere, "a fantastic splash" for press and public, was without Canadian cinema reporters. None was invited . . . I suppose the wisecrackers of these days, like those of '23 and '39, will refer to the picture as *The Hunchback Who Knows a Dame*. Incidentally, HND grosses in Quebec—where it had a 20-theatre saturation premiere worked out by AA's Jack Bernstein—are sensational . . . *Liveliest* interviewee in a long time was that provocative Gaul, Denise Darcel, here for a fashion extravaganza through which Libby, McNeill and Libby were pushing my favorite beans and tomato juice. She had an ask-me-anything-but-anything approach to the press.



**FLAMENCO**, it seems to me after experiencing the exciting stomping and wailing of Carmen Amaya's superb troupe at Eaton's Aud, can be described humorously as Spanish Rock 'n' Roll. The unseen hero of a Flamenco company is its shoemaker. In the Gardner Museum, Boston, there hangs the finest painting of these dancing gypsies, Sargent's *El Jaleo*. Once seen, never forgotten . . . *Gillette* World Series telecast allowed local stations two of their own commercials. So the CBC used one for that anti-blade Schwepes pedlar, Cdr. Whitehead, who flaunts a gorgle-hiding beard . . . *Les Girls* is a screamezvous. A woman at the Loew's owler said for women it's the funniest film since *The Women*. It has even more to offer men—three live beauts . . . As *Sinatra* looks at the Wm. Morris listing on a building directory in *The Joker Is Wild* one detects that some Hollywood lad has exercised his San Quentin sense of humor. A nearby listing is of the Quail Hunters League . . . An hour-long good variety show is better than three fair half-hour ones. That seems to be CBC supervisor Bob McGall's reasoning in planning the new Wayne & Shuster program, which also offers the immensely pleasing singers, Denny Vaughan and Joan Fairfax. I think that's good thinking.

**LESTER PEARSON** has become the first Canadian to win the Nobel Peace Prize. There's added satisfaction in that for certain gentlemen of the Variety Club of Toronto, which was invited last year to name a nominee for the Humanitarian Award of the Variety Clubs International. These gentlemen agreed that Pearson deserved to be among the proud company of those honored previously, which includes Churchill, Baruch, Hoover, Marshall and Hull, and Chief Barker Nat Taylor made this known to the committee. "His contribution to limiting dangers of international conflict inherent in recent disturbances and reinstating unity of views among nations affected by them has enhanced his reputation as a diplomat solely interested in peace and progress of all nations," Taylor wrote of Pearson. The committee, however, made a choice that Pearson would endorse himself—that of Dr. Albert Schweitzer . . . *Jack and Florence Chisholm* visited Williamsburg and Jamestown while on vacation. In Williamsburg Jack, a director and cameraman, had a great experience. He watched shooting on Walt Disney's Cyclorama for the USA display at the Brussels exhibition. This will be movies in a complete circle and 11 cameras, synchronized with a circular shaft, operated at once after seven cameramen okayed the light readings. Projection will be by the same method and the viewers will walk around the auditorium.

## News Clips

Marcel Gaudart, European documentary producer now living in Canada, has nearly completed *The Secret of Karsh*, a film about the famed Ottawa photographer . . . Since March 15, 1955, the 1,207-seat Teck Theatre in Buffalo has played to 1,168,796 admissions for three features, the take being over \$2,000,000. The fourth film, *Search for Paradise*, is running now . . . Odeon Theatres observed British Film Week during the Queen's visit by playing an English picture in each situation.

Amusement tax brought the Province of Quebec \$2,749,765 in 1956-7 compared with \$2,842,971 the previous year, indicating a decline in business . . . Victor, Wilfrid and Rosaire Trahan, owners of three businesses in Grand'Mere, Quebec, have purchased the Palace and National Theatres from Dr. J. E. Guibord and will operate them through Grand'Mere Cinemas Inc. Wilfrid is president, Rosaire vice-president and Victor secretary.

S. W. Caldwell of S. W. Caldwell Limited, Toronto, and N. R. Olding, Canadian Broadcasting Corporation, Montreal, attended the recent meeting of the Association of Film Laboratories in Philadelphia. A set of recommended practices for handling film material for general use was discussed. The next meeting will be held in New York on January 17. A Canadian lab standards committee was organized recently.

Five teenagers appeared in a Fort William court for assaulting theatre doorman Walter Fleming . . . Classified as Adult Entertainment in Ontario are *Black Scorpion*, *Chicago Confidential*, *Death in Small Doses*, *From Hell It Came*, *Girl in the Black Stockings*, *I Was a Teenage Werewolf*, *Living Idol*, *My Gun Is Quick*, *Passionate Stranger*, *Street of Sinners*, *Valerie and Woman of the River* . . . Warners just gave dismissal notices to 45 advertising and publicity staffers on the Coast and in New York.

## Community TV Firm Incorporated In Ont.

Cornwall Cable Vision Limited, a private company with head office in Cornwall, has been granted Letters Patent of Incorporation by the Ontario Government "to carry on generally the business of a community television antenna system."

Names connected with the incorporation are Bernard, Elie and Yvon Bertrand and authorized capital is \$40,000, divided into 100 preference shares with a par value of \$100 and 300 common shares with a par value of \$100.

## THE SUN ALSO RISES

with Tyrone Power, Ava Gardner, Mel Ferrer.

(CinemaScope and De Luxe Color)

20th Century-Fox 129 Mins.

DARRYL F. ZANUCK BRINGS TO ERNEST HEMINGWAY'S GREAT NOVEL A MATCHING PRODUCTION GENIUS. THE MOTION PICTURE IS SUPERBLY CAST AND BRILLIANTLY PRESENTED.

In this monumental film version of Ernest Hemingway's celebrated novel, Darryl F. Zanuck once again affirms his production mastery. The Sun Also Rises has been put together with prodigious scope and imagination and combines an unflinching set of success-assuring elements.

It has the drawing power of such star names as Tyrone Power, Ava Gardner, Mel Ferrer, Errol Flynn and Eddie Albert; the respect-commanding producer and director team of Zanuck and Henry King; the literary name of Hemingway; the exciting backgrounds of Paris, the French Riviera, Spain and Mexico; and an opulent production treatment.

Set in the emotional climate of the Last Generation, that era after World War I, the story deals with the turbulence, frustrations and hopes of Anglo-American society that remained on the continent after the war. The story has been called Hemingway's "best," and it finds a matching dimension in Zanuck's treatment.

Peter Viertel's film adaptation faithfully reflects the novel which centres around a man made impotent by war injuries, and his seemingly hopeless love involvement with Lady Brett Ashley. Tyrone Power, an American newspaperman in Paris, plays the former and Ava Gardner the latter.

Both director and screenwriter deserve tribute for the fluid grace with which the story moves along its many-winding ways. Photography, under the direction of Leo Tover is superb. He catches the feeling and mood of time and place. The music provided by Hugo Friedhofer is outstanding.

CAST: Tyrone Power, Ava Gardner, Mel Ferrer, Errol Flynn, Eddie Albert, Gregory Ratoff, Juliette Greco, Marcel Dalio, Henry Daniell, Robert Evans.

CREDITS: Producer, Darryl F. Zanuck; Director, Henry King; Screenplay, Peter Viertel; Based on the novel by Ernest Hemingway; Photography, Leo Tover, ASC.

DIRECTION: Brilliant.  
PHOTOGRAPHY: Superb.

## Col.'s 'No Time To Die'

Lucianna Paoluzzi, Italian beauty, has been signed for the only feminine role in the Warwick production for Columbia, No Time to Die, in which she will star with Victor Mature and Leo Genn.

## UNTIL THEY SAIL

with Jean Simmons, Joan Fontaine, Paul Newman, Piper Laurie, Charles Drake, Sandra Lee.

MGM (CinemaScope) 95 Mins.

HAS THAT NATURAL HUMAN, EMOTIONAL QUALITY THAT LEAVES A LASTING IMPRESSION.

One of the reasons why this story by James A. Michener comes out so gloriously on the screen is the care given to it by producer Charles Schnee. It has all the sterling qualities that make for fine entertainment.

Although this is admittedly a wartime drama, it shows no actual combat scenes, but instead stresses the emotional reaction brought about during this period on the lives of its principal characters — four sisters. Using a trite phrase, it is primarily a woman's picture and the staff side will revel in the heartaches it depicts.

Great skill and talent in acting, writing and direction by Robert Wise combine to make this screen version a professional achievement. The screenplay by Robert Anderson highlights footage with stand-out events which grip the imagination.

The attractive foursome, Jean Simmons, Joan Fontaine, Piper Laurie and Sandra Dee, portraying the four Leslie Sisters in the story, all register strongly. Sandra, a newcomer and the youngest, is a standout, and Piper has never been seen to better advantage. Paul Newman is a superb actor and can be counted on for an exciting and exhilarating performance at all times.

The story takes place during the war period in 1945, and is laid in New Zealand, where most of the men have gone off to war to the four corners of the world and leave loneliness in a manless world.

Praiseworthy is Joseph Ruttenberg's standout camera work.

CAST: Jean Simmons, Joan Fontaine, Paul Newman, Piper Laurie, Charles Drake, Sandra Dee, Wally Cassell, Alan Napier.

CREDITS: Producer, Charles Schnee; Associate producer, James E. Newcom; Director, Robert Wise; Screenplay by Robert Anderson, based upon story by James A. Michener; Director of Photography, Joseph Ruttenberg, ASC.

DIRECTION: Excellent.  
PHOTOGRAPHY: Praiseworthy.

## 3:10 TO YUMA

with Glenn Ford, Van Heflin, Felicia Farr. Columbia 92 Mins.

OUTSTANDING CONTENDER FOR YEAR'S WESTERN HONORS. EXCELLENT SCRIPT, PERFORMANCES, DIRECTION. SHOULD SPUR SALES IN EVERY LOCALE. COULD END UP A VERY HIGH GROSSER.

An outstanding Western offering, reminiscent in certain respects of High Noon, and due for the same type of attendance, 3:10 to Yuma is one of Columbia's upcoming "Fabulous Five."

Every cast member turns in a competent performance under Delmer Daves' direction, weaving in believability and compassion into the Halsted Welles script.

Produced by David Heilweil, the film was photographed in atmospheric black-and-white by Charles Lawton, Jr., and features a catchy title song by Ned Washington and George Duning, sung during credits by Frankie Laine.

Ford and his gang hold up a stage belonging to Emhardt by using Heflin's cattle to stop the coach. Inlooker Heflin and his two sons stand by helplessly while the outlaws take a gold shipment and shoot a protesting driver. The gang heads for a small nearby town. Heflin goes into town to borrow some money for provisions, when he encounters Ford. Stalling for time, after the sheriff and his men have been sent astray by Ford and his men to hunt a mythical gang, Heflin tricks Ford into being trapped by the law.

How to get Ford to jail in Yuma without a gun-battle from members of his gang poses a problem. A triangle of three towns becomes the focal point of a ruse to mislead the other outlaws. While the sheriff and his men accompany an empty stagecoach, Heflin is left to convey Ford to Convention City to await the 3:10. Successfully outwitting and outshooting Ford's gang, Heflin gets the outlaw aboard the train and headed for justice.

CAST: Glenn Ford, Van Heflin, Felicia Farr, Leora Dana, Henry Jones, Richard Jaeckel, Robert Emhardt.

CREDITS: Producer, David Heilweil; Director, Delmer Daves; Screenplay, Halsted Welles; Based on a story by Elmore Leonard; Photography, Charles Lawton. DIRECTION: Excellent.

PHOTOGRAPHY: Fine.

## A ROYAL FILM FOR A ROYAL VISIT

Rank Film Distributors of Canada Ltd. is now distributing a specially prepared short subject entitled Queen Elizabeth II, in honor of Her Majesty's visit to Canada.

Queen Elizabeth II was produced by Castleton Knight, who also produced The Queen Is Crowned, the outstanding documentary feature on Her Majesty's Coronation which met with tremendous success across Canada.

Well-known Canadian actor Robert Beatty of Hamilton, Ontario, is the narrator of Queen Elizabeth II, which will be shown in major Odeon theatres from coast to coast.

## SHORT CUT TO HELL

with Robert Ivers, Georgann Johnson, William Bishop.

Paramount (VistaVision) 87 Mins.

MUCH BETTER - THAN - AVERAGE MODEST BUDGETER WHICH SHOWCASES SEVERAL NEW TALENTS. SHOULD GET GOOD RESULTS.

An auspicious debut of four talents — James Cagney as director, A. C. Lyles as producer, Robert Ivers and Georgann Johnson as co-stars — is marked in Short Cut to Hell, a remake of the '42 hit, This Gun for Hire. The Ted Berkman, Raphael Blau script is based on the screenplay by W. R. Burnett, remaining basically the same.

Cagney has done a very fine job of direction, capturing the spirit of the piece and drawing convincing performances from all his players. Ivers is notable as a cynical gunman, while Miss Johnson's fresh personality brings warmth to her characterization.

The Lyles production is modest but maintains a steady rate of suspense and interest as its plot unfolds. Haskell Boggs' camera work is effective. The film has more than average appeal for most audiences.

Ivers, a professional killer, is paid by Aubuchon to kill two victims for the syndicate. Paid off in hot money and nearly cornered by the police, Ivers swears revenge on Aubuchon. Following the latter to Los Angeles, Ivers meets Miss Johnson, a nightclub singer on her way to fill an engagement, on the train. Events which follow find Miss Johnson first a hostage of Ivers', later kidnapped by Aubuchon.

Her fiance, a detective assigned to find Ivers, tracks her down after the gunman has saved her from Aubuchon. She in turn tries to convince Ivers that crime doesn't pay, but he's too anxious for revenge on Aubuchon to listen. The two are killed, along with the syndicate head, but Ivers manages to turn over to the police, before he succumbs, a recorded confession and details of the operation.

CAST: Robert Ivers, Georgann Johnson, William Bishop, Jacques Aubuchon, Peter Baldwin, Yvette Vickers, Murvyn Vye, Milton Frame, Jacqueline Beer.

CREDITS: Producer, A. C. Lyles; Director, James Cagney; Screenplay, Ted Berkman, Raphael Blau; Based on a screenplay by W. R. Burnett; From a novel by Graham Greene; Photography, Haskell Boggs.

DIRECTION: Crisp.  
PHOTOGRAPHY: Very Good.

## UA's 'Solomon And Sheba'

Gina Lollobrigida will star in United Artists' Solomon and Sheba, which Eward Small and Arthur Hornblow, Jr. will co-produce and King Vidor direct.

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# Helen Morgan—her songs—her sins.



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you tonight.  
You couldn't  
take your eyes  
off me.  
That's why  
I'm here."

HOW  
COULD  
THIS  
HAPPEN  
TO A  
GIRL LIKE  
HELEN  
MORGAN?

Helen Morgan sat on a piano—and no star ever climbed higher.  
Helen Morgan fell in love—and no woman ever fell lower...!  
Her real story—from real life—the story no one has told before!  
There was only one Helen Morgan—there's

only  
one **the  
Helen  
Morgan  
Story**



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Written by

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